

Tony L. J. Lin

Department of Accounting & Finance
Rohrer College of Business, Rowan University
Business Hall, Suite 447
201 Mullica Hill Road, Glassboro, NJ 08028

Cell: (267) 551-1152
Email: LINL@rowan.edu
Webpage: <https://TonyLJLin.com>

EDUCATION

- | | |
|---|--------------------|
| Drexel University | Philadelphia, 2020 |
| ▪ Ph.D. in Business Administration, Accounting Specialization | |
| University of California, San Diego | La Jolla, 2013 |
| ▪ M.S. in Mechanical Engineering (with Bioengineering emphasis) | |
| National Taipei University of Technology | Taipei, 2010 |
| ▪ B.S. in Mechanical Engineering | |

ACADEMIC POSITIONS AND PROFESSIONAL EXPERIENCE

- | | |
|--|-------------------------|
| Assistant Professor – Rowan University | Glassboro, 2020-Present |
| ▪ Pioneered AI in accounting research and curriculum innovation with analytics | |
| Instructor – Drexel University | Philadelphia, 2017-2020 |
| ▪ Crafted and taught AI-enhanced managerial accounting and tax policy courses | |
| Coordinator – Citigroup Global Markets | Taipei, 2008-2011 |
| ▪ Excelled in leading Taiwan Investor Conferences and global roles | |
| Technician Sergeant – Combined Logistics Command | Taipei, 2010-2011 |
| ▪ Elevated 45 technicians' skills as National Service Instructor | |

RESEARCH INTERESTS

Textual analysis, artificial intelligence in accounting, accounting education, tax avoidance, climate/CSR/ESG/sustainability, and economic consequences of regulatory and tax policies

PUBLICATIONS AND ACCEPTANCES IN PEER-REVIEWED JOURNALS

“IRA 2020 and 2021 Tax Issues” (with James Rinier). 2021. *Strategic Finance* [ABDC C-level] 102(7): 19-20.

“The Impact of Low-Immersion Virtual Reality on Product Sales: Insights from the Real Estate Industry” (with Shih-Hui Hsiao & Yen-Yao Wang). 2023. *Decision Support Systems* [ABDC A*-level] 178: 114131.

“The Joint Effect of Online Reviews and Manager Responses in Driving Company Ratings” (with Shih-Hui Hsiao, Nina Krey, & Shuang Wu). 2024. *Tourism Management Perspectives* [ABDC A-level] 50: 101215.

“Content Adaptation in Online Streaming: How Streamers Utilize Game Updates to Improve Performance” (with Joyce Cheng & Shih-Hui Hsiao). 2024. *Journal of Information Systems* [ABDC

A-level].

“Engage and Equip: Transformative Class Activities for the Modern Accounting Semester” (with Erlina Papakroni), 2024. *Corporate Ownership and Control Journal* [ABDC B-level].

“Assessing the Intersection of Climate and Tax Risk: Insights from Utility Firms Using AI” (with Anthony Curatola), 2025. *Journal of Forensic and Investigative Accounting* [ABDC B-level].

“Breaking Barriers to Healthcare Access: Unlocking Premium Tax Credits for International Students and Non-Citizens in the U.S.” (with Anthony Curatola), 2025. *Journal of Legal Tax Research* [ABDC C-level].

“Generative AI and Edge AI in Auditing: Insights from Academia and Practice” (with Jerry Maginnis), 2025. *Current Issues in Auditing* [ABDC B-level] (Forthcoming).

SELECTED WORKING PAPERS

“Navigating the Complex World of Tax Footnotes: A GPT-4-Driven Case Study in Financial Statements” (with Anthony Curatola), *Invited to revise and resubmit at the Journal of Emerging Technologies in Accounting; Presented at the 2024 Joint Midyear Meeting of the AIS and SET Sections*

“Transforming ESG Reporting Analysis: Custom GPTs Built on GRI Framework for Enhanced Compliance Insights” (with Jordan Howell), *Invited to revise and resubmit at the Social and Environmental Accountability Journal; Presented at the 2024 International Association for Business & Society (IABS) Annual Conference, the 2024 Journal of International Accounting Research Conference, & the 2025 Joint Midyear Meeting of the AIS and SET Sections*

“AI Modeling in Optimizing Self-Employment Tax” (with Rick Marmon & Ernie Ehling); *Presented at the 2025 ATA Midyear Meeting; prepare for submission*

SELECTED RESEARCH IN PROGRESS

“Accounting Curriculum Responses to CPA Evolution: Mapping the CPA Exam Blueprint to the Evolution Model Curriculum” (with Dan McFarland, Rick Marmon, Stephanie Weidman, & Amy Lysak); *prepare for submission*

“AI-Driven Sustainability Reporting in Higher Education: A Custom GPT Approach Using the STARS Framework” (with Jordan Howell & Luke Molnar); *Presented at the 2025 AAA ESG Conference; prepare for submission*

SELECTED TEACHING ACTIVITIES

Teaching Interests: Accounting/financial analytics, AI in accounting, taxes & business strategies, accounting information systems, ESG/sustainability, and financial/managerial accounting

Rowan University

Instructor

ACC 03210 **Principles of Financial Accounting** 2020-Present

- Courses evaluation: Average rating **4.84/5** across all taught sections

ACC 03512 **Advanced Accounting Information Systems [MBA]** 2020-Present

- Courses evaluation: Average rating **4.87/5.00** across all taught sections

ACC 03150 **Intro to Business and Analytics for Financial Information (IBAFI)** 2021-Present

- Courses evaluation: Average rating **4.87/5** across all taught sections

ACC 03516 **Innovations & Analytics in Accounting [MBA]** 2023-Present

- Courses evaluation: Average rating **4.65/5** across all taught sections

Drexel University

Instructor

TAX-790 **ASC 740 Tax Policy Seminar [MBA]** Spring 2019

- Course evaluation: **3.75/4.00**

ACCT-116 **Managerial Accounting Foundations** Fall 2017 & Summer 2019

- Courses evaluation: **3.00/4.00**, Fall 2017; **3.80/4.00**, Summer 2019

Peer-Instructor

ACCT-921 **Empirical Research in Accounting I** (for Prof. Hiu Lam Choy) Spring 2019

- Introducing research on accounting for income tax to first-year doctoral students

ACCT-941 **Doctoral Seminar in Managerial Accounting** (for Prof. Hsihui Chang) Winter 2019

- Pioneered tax and CSR research discourse among doctoral peers

ACCT-912 **Applied Research Methods in Accounting** (for Prof. Anthony Curatola). Fall 2018

- Introducing SAS techniques & Tableau/Alteryx in data analytics and visualization

Teaching Assistant

- TAX-611 **Tax Research [Master Program]** Fall 2018

- TAX-620 **Individual Taxation [Master Program]** Spring 2017 & Spring 2018

- ACCT-510 **Essentials of Financial Reporting [Master Program]** Fall 2017

AWARDS AND HONORS

- Winner - NJCPA Ovation Awards for Exceptional Educator 2024
- Rowan Center for Responsible Leadership (RCRL) Research Fellow Grant 2022
- Recipient of Rohrer College of Business Teaching Innovation Grant 2021
- Journal of International Accounting Research (JIAR) New Faculty Consortium 2021
- Ernst & Young Travel Grants on ATA Doctoral Consortium 2019

- KPMG/ATA Tax Doctoral Consortium Fellow 2019
- AAA / Deloitte / J. Michael Cook Doctoral Consortium Fellow 2017
- Global Research Outreach (GRO) Program Research Grant 2012
 - Awarded by Samsung Advanced Institute of Technology (US\$43,700)
- Selected for Shanghai Jiao Tong University's Taiwanese Winter Camp 2012
- Presidential Award (Top 3% in the class), Taipei Tech 2008-2010

WORKSHOPS, PANELS, AND CONFERENCE PRESENTATIONS

Rowan University Research Day – AI & LLMs Applications in Business	2025
Rowan University – Executive Advisory Council – AI & LLMs Applications in Business	2025
Rowan University – Python & AI Applications in the Classroom & Research	2025
Joint Midyear Meeting of the Accounting Information Systems (AIS) & Strategic and Emerging Technologies (SET) Sections, Boca Raton	2025
American Taxation Association (ATA) Midyear Meeting, Dallas	2025
▪ <i>Selected as a panelist to discuss the role of AI in tax education & research</i>	
American Accounting Association (AAA) ESG Conference, Arlington	2025
American Accounting Association (AAA) Annual Meeting, Washington D. C.	2024
Journal of International Accounting Research Conference, Taipei	2024
National Cheng Kung University (NCKU) - AI's Quantum Leap in Accounting	2024
Rutgers University-Newark - AI's Quantum Leap in Accounting	2024
Rowan University - AI Applications in the Classroom	2024
American Taxation Association (ATA) Midyear Meeting, Long Beach	2024
▪ <i>Selected as a panelist to discuss the role of AI in tax education and its influence on future accountants</i>	
American Accounting Association (AAA) ESG Conference, Washington D. C.	2024
Joint Midyear Meeting of the Accounting Information Systems (AIS) & Strategic and Emerging Technologies (SET) Sections, Atlanta	2024
Joint Midyear Meeting of the Accounting Information Systems (AIS) & Strategic and Emerging Technologies (SET) Sections, Las Vegas	2023
International Conference on Information Systems (ICIS), Copenhagen	2022
Drexel University - Leveraging Python and NLP for innovative research	2021
American Accounting Association (AAA) Annual Meeting, Online	2021
American Accounting Association (AAA) JIAR Conference, Online	2021
ATA Midyear Meeting, Washington D. C.	2019
American Accounting Association (AAA) Annual Meeting, Washington D. C.	2018
Women in Business Academia Annual Conference, Wharton School, Philadelphia	2018
AAA Annual Meeting, San Diego & New York	2016-2017
International Cardiac Physiome Workshop, San Diego	2012
56 th Annual Meeting of the Biophysical Society, San Diego	2012

SELECTED SERVICES

Department of Accounting & Finance and College of Business at Rowan University

- MBA Fellows Project – Faculty Supervisor,
"Sustainability Reporting and Artificial Intelligence" 2024-Present
- Faculty Coordinator – Accounting Celebrating Success Dinner 2024-Present
- Faculty Coordinator – Accounting Student Writing Competition 2022-Present
- Faculty Liaison - Accounting Advisory Board,
Student Development Committee 2022-Present
- College AI Taskforce Committee 2024-Present
- College DBA Taskforce Committee 2024-Present
- Undergraduate Curriculum Committee 2024-Present
- Teaching and Learning Committee 2025-Present
- External Engagement and Experiential Learning Committee 2022-Present
- IDEA Challenge, School of Innovation & Entrepreneurship – Judge 2022-2024
- Course Coordinator for IBAFI Course 2021-Present
- Accounting Analytics Taskforce Committee 2021-Present
- CPA Evolution Taskforce Committee 2021-Present
- Search Committee Member for a Tenure-Track Position in Accounting 2021
- Task Force for Refining COGS/MBA Concentration for Accounting 2020-Present
- Supporting the Admissions Office by allowing prospective students to
Virtually Audit Classes 2021

Rowan University

- Senate Gen-AI Taskforce Committee – Member 2024-Present
- Honors College – Martinson Summer Scholar Program – Faculty Mentor 2024
- Committee of Institutional Animal Care and Use (IACUC) – Member 2023-Present
- Board of International Studies Program – Member 2020-Present

Department of Accounting, Drexel University

- Tax Curriculum Committee – Member 2017-2019
- Managerial Accounting Curriculum Committee – Member 2017-2019

American Taxation Association (ATA)

- Technology Committee – Chair 2018-Present

University of California, San Diego

- Reviewer of UC San Diego Alumni Leadership Scholarship 2016-Present

SKILLS AND ADDITIONAL INFORMATION

- **Language:** Native/bilingual in English, Mandarin; introductory Hindi, Japanese

- **Programming Software/Language:** SAS, Stata, Python, MATLAB, and Tableau
- **Others:** IBM Watson, Amazon Web Services (AWS), and Microsoft Azure
- Achieved YAMAHA Grade 6 in Electone after 15 years of dedication
- Elected Treasurer - Parent Teacher Organization (PTO) – a regional elementary school in Pennsylvania. Trusted with managing finances and advancing community goals, 2024
- Selected Parent Key Communicator (PKC) – a regional public school district in Pennsylvania. Chosen to strengthen parent-school communication, 2024
- Volunteer at Chang Gung Memorial Hospital, Linkou, Taiwan, 2007-2010
- U.S. Citizen

Last updated: September 15, 2025